

# A REVOLUTIONARY AGREEMENT TO TRANSFORM AMERICA'S AGRICULTURE

## CHALLENGES OF GOING ORGANIC

- 1 IT TAKES 3 YEARS TO GO ORGANIC WITH NO GUARANTEE TO GET A CUSTOMER
- 2 REDUCED YIELDS AND INCOME DURING 3-YEAR TRANSITION
- 3 NO KNOWLEDGE OF ORGANIC FARMING PRACTICES

## SOLUTIONS THE CONTRACT OFFERS

- SIGN TODAY, MICHELOB ULTRA PURE GOLD BECOMES FIRST ORGANIC CUSTOMER IN 3 YEARS
- TRANSITIONAL CROPS ARE BOUGHT BY AB FOR ITS NON-ORGANIC BEERS AT 25% HIGHER PRICE
- EDUCATIONAL PROGRAMS IN PARTNERSHIP WITH THE BIGGEST AGRICULTURAL ORGANIZATIONS



## "CALLING ALL FARMERS" WITH A HYPER-TARGETED MEDIA APPROACH IN ALL STATES



**104,000 ACRES**  
IN TRANSITION SINCE LAUNCH

**37% INCREASE**  
IN BIODIVERSITY

FEATURED BY - **FOX** BUSINESS INSIDER TIME yahoo! NBC Forbes

**ENABLING 25% GROWTH**  
OF MICHELOB ULTRA PURE GOLD BY 2023

INCREASED SUPPLY OF ORGANIC CROPS WILL ALLOW 100+ NEW ORGANIC BRANDS TO BE CREATED

